

Station KSNV-TV LAS VEGAS, NV. **Agency** () GMMB
Advertiser () OBAMA FOR AMERICA **3050 K ST NW**
Product OBAMA 60'S **WASHINGTON, DC 20007**
Estimate# 1775 **Agency C/P1/P2/E** 95/101/1775
Buyer Mauna Gilroy **Flight Dates** 09/15/2012 - 09/21/2012
Phone# **Hiatus Weeks**
Fax#

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

30-*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$650.00	09/17-09/21	2	1	2	\$1,300.00	
	2	M-F	6A-7A	MAKE UP WITH THE WAGNERS	:30	\$1,300.00	09/17-09/21	4	1	4	\$5,200.00	
	3	M-F	7A-8A	TODAY SHOW	:30	\$1,000.00	09/17-09/21	4	1	4	\$4,000.00	
	4	SA	6A-7A	NEWS 2 AT SUNRISE	:30	\$700.00	09/15-09/15	1	1	1	\$700.00	
	5	SA	7A-8A	SATURDAY TODAY	:30	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
	6	SU	7A-8A	TODAY ON SUNDAY	:30	\$1,250.00	09/16-09/16	1	1	1	\$1,250.00	
	7	SU	930A-10A	CERIS MATTHEWS SHOW	:30	\$1,000.00	09/16-09/16	1	1	1	\$1,000.00	
	8	M-F	9A-10A	TODAY SHOW II	:30	\$700.00	09/17-09/21	2	1	2	\$1,400.00	
	9	M-F	10A-11A	TODAY SHOW III	:30	\$950.00	09/17-09/21	2	1	2	\$1,900.00	
	10	M-F	11A-12P	PACHEL RAY	:30	\$650.00	09/17-09/21	3	1	3	\$1,950.00	
	11	M-F	12P-1P	DAYS OF OUR LIVES	:30	\$850.00	09/17-09/21	2	1	2	\$1,700.00	
	12	M-F	2P-3P	THE EAGLETON	:30	\$300.00	09/17-09/21	2	1	2	\$600.00	
	13	M-F	3P-4P	DR. PHIL	:30	\$300.00	09/17-09/21	3	1	3	\$900.00	
	14	M-F	4P-4:30P	FREDDY MERCY AT TULSA	:30	\$1,200.00	09/17-09/21	2	1	2	\$2,400.00	

Rep Order# 6852702 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 106601

Last Received: 09/14/2012 9:48 AM
Showing Buylines: All Lines

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	15	M-F	430P-5P	NEWS 4 AT 430P	:60	\$1,400.00	09/17-09/21	2	1	2	\$2,800.00	
	16	M-F	5P-630P	EARLY NEWS	:60	\$2,000.00	09/17-09/21	4	1	4	\$8,000.00	
	17	SA	5P-630P	KSNV EARLY NEWS	:60	\$1,300.00	09/15-09/15	1	1	1	\$1,300.00	
	18	TU	10P-11P	PARENTHOOD	:60	\$6,400.00	09/18-09/18	1	1	1	\$6,400.00	
	19	W	10P-11P	ROCK CENTER- BRIAN WILLIAMS	:60	\$6,400.00	09/19-09/19	1	1	1	\$6,400.00	
	20	SU	530P-430P	SUN NT FR: DET & C FRAN	:60	\$16,000.00	09/16-09/16	1	1	1	\$16,000.00	
	21	M-F	11P-1135P	NEWS 3 NIGHTSIDE	:60	\$2,250.00	09/17-09/21	3	1	3	\$6,750.00	
	22	SA	11P-1135P	NEWS 3 NIGHTSIDE	:60	\$2,200.00	09/15-09/15	1	1	1	\$2,200.00	
	23	SU	11P-1135P	NEWS 3 NIGHTSIDE	:60	\$2,200.00	09/16-09/16	1	1	1	\$2,200.00	
	24	M-F	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:60	\$5,500.00	09/17-09/21	4	1	4	\$22,000.00	
	25	M-F	1235A-125A	LATE NIGHT W/TIMMY FALLOON	:60	\$4,800.00	09/17-09/21	4	1	4	\$19,200.00	
	26	SA	1135P-1A	SATURDAY NIGHT LIVE	:60	\$1,500.00	09/15-09/15	1	1	1	\$1,500.00	
	27	SU	1135P-12A	SPORTS MIGHT 3N LAS VEGAS	:60	\$270.00	09/16-09/16	1	1	1	\$270.00	
	28	SU	12A-1A	LAW & CRIME	:60	\$30.00	09/16-09/16	1	1	1	\$30.00	

---REPORT TOTALS---

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Report Totals: 56 / \$88,310.00

---SALES MONTHLY TOTALS---

Sep 12: 56 / \$88,310.00

Sales Totals: 56 / \$88,310.00

Station Totals: 56 / \$88,310.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	2220.735	CATV	0%	KBLR	1%	KINC	0%	KLAS	20%	KSNV	40%
		KTNV	20%	KTNV	1%	KVCW	2%	KVMY	2%	KVVU	15%
		XXXX	0%								

---COMPETITIVE COMMENTS---

FBI SHARES

Books M/V12
Demos PA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/13

---CREDIT RISK---

CASH IN ADVANCE